

# GRAHAM, CURTIN & SHERIDAN

A PROFESSIONAL ASSOCIATION

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TRENTON, NEW JERSEY 08608

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October 11, 1996

4 HEADQUARTERS PLAZA

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NEW YORK, NEW YORK 10006-3008

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Federal Election Commission  
999 E Street  
Washington, D.C. 20463

RE: MUR 4466 -- THE NEW JERSEY STATE REPUBLICAN  
COMMITTEE, H. GEORGE BUCKWALD, AS TREASURER; ZIMMER  
FOR SENATE AND DAVID MILLNER, AS TREASURER  
(RESPONDENTS)

Ladies and Gentlemen:

Enclosed for filing please find an original and three  
copies of Respondent's Answer to Complaint. Signed originals of  
the Affidavit of David Welch will follow under separate cover.

Kindly return a conformed copy in the self-addressed,  
stamped envelope provided.

Thank you for your assistance.

Very truly yours,



PETER G. SHERIDAN

PGS/hl  
Enclosures

c: Mr. Thomas Wilson  
Mr. Larry Weitzner

Oct 15 3 39 PM '96  
RECEIVED  
FEDERAL ELECTION  
COMMISSION  
OFFICE OF GENERAL  
COUNSEL

**STATEMENT OF DESIGNATION OF COUNSEL**

**MUR** 4466

**NAME OF COUNSEL:** Peter G. Sheridan

**FIRM:** Graham, Curtin & Sheridan, P.A.

**ADDRESS:** 50 West State Street, Suite 1008

Trenton, New Jersey 08608

**TELEPHONE:** ( 609 ) 695-0098

**FAX:** ( 609 ) 695-0697

The above-named individual is hereby designated as my counsel and is authorized to receive any notifications and other communications from the Commission and to act on my behalf before the Commission.

Oct 11, 1994  
Date

Thomas R. Wilk  
Signature

**RESPONDENT'S NAME:** New Jersey Republican State Committee

**ADDRESS:** 28 West State Street, Suite 305

Trenton, New Jersey 08608

**TELEPHONE: HOME** ( )

**BUSINESS** ( 609 ) 989-7300

RECEIVED  
FEDERAL ELECTION  
COMMISSION  
OFFICE OF GENERAL  
COUNSEL  
Oct 15 3 39 PM 1996

**STATEMENT OF DESIGNATION OF COUNSEL**MUR 4466NAME OF COUNSEL: Peter G. SheridanFIRM: Graham, Curtin, & Sheridan, P.A.ADDRESS: 50 West State Street, Suite 1008Trenton, NJ 08608TELEPHONE: (609) 695-0098FAX: (609) 695-0697

The above-named individual is hereby designated as my counsel and is authorized to receive any notifications and other communications from the Commission and to act on my behalf before the Commission.

10/11/96  
DateTom Blakely  
SignatureTom Blakely  
Campaign ManagerRESPONDENT'S NAME: Zimmer for Senate CampaignADDRESS: P.O. Box 6888Lawrenceville, NJ 08648

TELEPHONE: HOME( )

BUSINESS( 609 ) 844-1188

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Colleen T. Sealander, Esq.  
Office of the General Counsel  
Federal Election Commission  
999 E Street  
Washington, D.C. 20463

RE: MUR 4466 -- THE NEW JERSEY STATE REPUBLICAN COMMITTEE,  
H. GEORGE BUCKWALD, AS TREASURER; ZIMMER FOR SENATE AND  
DAVID MILLNER, AS TREASURER (RESPONDENTS)

Dear Ms. Sealander:

Respondents New Jersey Republican State Committee, et al.  
("RSC") hereby submit this response to the Complaint which purports  
to seek (1) the Commission's investigation of alleged violations by  
the RSC of federal election campaign finance law and regulations,  
(2) the injunction of the alleged violations, and (3) the imposi-  
tion of sanctions. For the reasons set forth below, RSC respect-  
fully requests that the Complaint be dismissed.

## COUNTERSTATEMENT OF FACTS

The subject of the Complaint is a television advertise-  
ment (hereinafter referred to as the "Ad") that ran as follows:

Male Announcer: Bob Torricelli on taxes: Liberal and  
wrong.

Female Announcer: Torricelli voted for higher income taxes.  
Taxes on homes, cars, medicine, jobs,  
childcare, telephone, seniors, families,  
small business, gasoline....

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Male Announcer: You name it, Torricelli taxed it.

In fact, Torricelli is so liberal he even  
voted for taxes Jim Florio voted against.

When it comes to taxes, Torricelli is  
liberal to a "T."

Tell Torricelli (1-202-225-3121 appears  
on the screen) Stop voting for higher  
taxes.

(See, text of Ad attached hereto as Exhibit A.)

Robert Torricelli is a Congressman in the 9th Congressional  
District for New Jersey and is the Democratic party candidate for  
United States Senate. Dick Zimmer is a Congressman in the 12th  
Congressional District for New Jersey and is the Republican party  
candidate for United States Senate.

This Ad was produced and broadcast at the expense of the RSC,  
which employed a consultant independent from the Zimmer for Senate  
campaign. (See, generally Affidavit of Thomas Wilson attached  
hereto as Exhibit B and Affidavit of David Welch attached hereto as  
Exhibit C.) The Ad was designed to motivate New Jersey taxpayers  
to contact Congressman Torricelli and to voice their opinions about  
his record of support for increased federal spending, which is a  
matter of public record. The Ad ran statewide on broadcast  
television and in Bergen County on cable television during the  
period when the 104th Congress was debating the federal FY1997  
budget. (See, generally, Affidavit of Thomas Wilson, attached

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hereto as Exhibit B. and Affidavit of David Welch attached hereto as Exhibit C.)

In order to reach New Jersey taxpayers in central, as well as southern New Jersey, the Ad was broadcast from Philadelphia television stations. Broadcasting from Philadelphia stations is the only way to reach New Jersey taxpayers in the central and southern parts of the State. While the Ad was not directed toward viewers from Pennsylvania, stations there are the only stations that serve the lower half of the State. A similar problem arises when advertisements generally directed toward New Jerseyans are broadcast for the northern half of the State: New York stations must be used and the advertisement is subsequently seen by individuals in the New York Metropolitan area. Consequently, the Ad was also broadcast from New York television stations. (See, generally, Affidavit of Thomas Wilson attached hereto as Exhibit B.)

Complaints allege that the Ad was made by the RSC in cooperation with the Zimmer For Senate campaign and that the expenditures for the Ad exceed Respondent's 2 U.S.C. §441a(d)(3) expenditure limitations.

In filing this Complaint, Complainant seeks to use the power of the Commission to halt all independent, informational political speech simply because that speech is uttered at a time when a federal election is on the horizon. The fact that Congress-

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man Torricelli is involved in a run for the United States Senate during the last days of a very busy federal legislative season when many vitally important issues are being debated and voted on in the United States House of Representatives, cannot be used by him to censor issue advocacy advertisements that detail his votes on the budget and spending matters currently before Congress. Individuals concerned about increased federal spending and higher taxes have a right to know about Representative Torricelli's voting record and to make their feelings known on the issues -- namely votes on the budget and various spending bills while Congress is still in session. As such, the Ad calls the listener to action and urges that he or she contact Congressman Torricelli requesting that he vote "no" for higher taxes.

## LEGAL ARGUMENT

### POINT I

**THE AD IS NOT SUBJECT TO REGULATION BY THE FEC  
BECAUSE THE AD IS ISSUE ADVOCACY, NOT EXPRESS  
ADVOCACY.**

---

**A. THE AD IS NOT EXPRESS ADVOCACY UNDER 11 C.F.R.  
§100.22(a)**

In Buckley v. Valeo, 424 U.S. 1, 46 L.Ed.2d. 659 (1976) the Supreme Court stated that the primary purpose of the Federal Election Campaign Act, 2 U.S.C. §431, et seq. ("FECA") "is to

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limit the actuality and appearance of corruption resulting from large individual financial contributions." 46 L.Ed.2d. at 665. The dichotomy of "issue advocacy" as opposed to "express advocacy" finds its roots in the Buckley holding:

In order to withstand an attack as being unconstitutional for vagueness, the provisions of the Federal Election Campaign Act of 1971 -- which make it a criminal offense for a person to make any expenditure 'relative to' a clearly identified candidate during a calendar year that, when added to other expenditures made by such person during the year 'advocating the election or defeat of such candidate,' exceeds \$1,000 -- must be construed to apply only to expenditures for communications that in express terms advocate the election or defeat of a clearly identified candidate for federal office.

Id. at 667.

The Buckley court concluded that the only expenditures covered by FECA limitations were those communications that "expressly advocate the election or defeat of a clearly identified candidate." Id. at 702.

Expressly advocating means any communication that - (a) Uses phrases such as "vote for the President," "re-elect your Congressman," "support the Democratic nominee," "cast your ballot for the Republican challenger for U.S. Senate in Georgia," "Smith for Congress," "Bill McKay in 94," "vote Pro-life" or "vote Pro-Choice" accompanied by a listing of clearly identified candidates described as Pro-Life or Pro-Choice, "vote against Old Hickory," "defeat" accompanied by a picture of one or more candidates(s), "reject the



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incumbent," or communications of campaign slogan(s) or individual word(s), which in context can have no other reasonable meaning than to urge the election or defeat of one or more clearly identified candidate(s), such as posters, bumper stickers, advertisements, etc. which say "Nixon's the One," "Carter '76," "Reagan/Bush" or "Mondale!";

11 C.F.R. §100.22(a).

The Ad clearly and unambiguously does not meet the tests set forth in Subpart (a) of the regulation. It does not contain any of the phrases -- "vote for," "elect," "support," "cast your ballot," "vote against," "defeat," or any other words that in context can have no other reasonable meaning than to urge the election or defeat of one or more clearly defined candidates.

**B. THE AD IS NOT EXPRESS ADVOCACY UNDER 11 C.F.R. §100.22(b)**

Recently, the Commission has sought to expand the scope of what would be considered express advocacy by promulgating subpart (b) to § 100.22. This new regulation defines "express advocacy" to include speech which:

When taken as a whole and with limited reference to external events, such as the proximity to the election, could only be interpreted by a reasonable person as containing advocacy of the election or defeat of one or more clearly identified candidates because - (1) The electoral portion of the communication is unmistakable, unambiguous, and suggestive of only one meaning; and

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(2) Reasonable minds could not differ as to whether it encourages actions to elect or defeat one or more clearly identified candidate(s) or encourages some other kind of action.

11 C.F.R. § 100.22(b).

This concept of "express advocacy" had its genesis in Federal Election Commission v. Furgatch, 807 F.2d. 857 (9th Cir. Cal. 1987), cert. denied, 484 U.S. 850, 98 L.Ed.2d. 106 (1987). The Ninth Circuit applied the Buckley analysis to an advertisement by Harvey Furgatch in *The New York Times* a week prior to the 1980 presidential election vilifying former President Jimmy Carter:

DON'T LET HIM DO IT

The President of the United States continues degrading the electoral process and lessening the prestige of the office.

It was evident months ago when his running mate outrageously suggested Ted Kennedy was unpatriotic. The President remained silent.

And we let him.

\* \* \*

Id. at 858. In Furgatch, the FEC argued that since this ad "discusses Carter, the candidate, rather than political issues, Furgatch must report the expenditures." Id. at 860-61. Plaintiff contended that the phrase "don't let him do it" "did not expressly call for Carter's defeat." Ibid.

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The Furgatch court noted the lack of precedential guidance in the area of defining "express advocacy" and stated that "each case so depends on its own facts" as to be almost sui generis." Id. at 861. It further commented that the "'express advocacy' language of Buckley and Section 431(17) does not draw a bright and unambiguous line." Ibid.

Furgatch held that "'express advocacy' is not strictly limited to communications using certain key phrases." Id. at 863. It concluded that:

Speech need not include any of the words listed in Buckley to be express advocacy under the Act, but it must, when read as a whole, and with limited reference to external events, be susceptible of no other reasonable interpretation but as an exhortation to vote for or against a specific candidate.

Id. at 864. The court broke this down into three components:

(1) "Even if it is not presented in the clearest, most explicit language, speech is 'express' ... if its message is unmistakable and unambiguous, suggestive of only one plausible meaning." Ibid.;

(2) "Speech may only be termed 'advocacy' if it presents a clear plea for action and thus speech that is merely informative is not covered by the Act." Ibid.; and

(3) "It must be clear what is advocated. Speech cannot be 'express advocacy of the election or defeat of a clearly identi-

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fied candidate' when reasonable minds could differ as to whether it encourages a vote for or against a candidate or encourages the reader to take some other kind of action." Ibid. Id. at 864. The Furgatch ad was found to be "express advocacy" in that "it asks the public to vote against Carter." Ibid.

The Ad does not meet the test set forth above in Furgatch or as incorporated in subpart (b). The Ad was designed to inform New Jersey taxpayers -- those individuals that are most likely to influence Mr. Torricelli votes on the budget in Congress -- of his liberal spending practices. While the Ad focuses on Congressman Torricelli's support of higher taxes, higher spending in the federal budget will almost always result in higher taxes to pay for that spending. The Ad clearly contains a "call to action" as required by FEC Advisory Opinions 1995-25 and 1991-33. The Ad urges its audience to call Congressman Torricelli and request that he stop voting for higher taxes. This request for action on the part of the viewer was related to his present role as a Congressman. Further, the Ad was broadcast during the period that Congress was debating and voting on the budget, 50 days before the election. Complainant's position that the Ad is subject to the expenditure limitations has the immediate practical effect of chilling any issue advocacy if such advocacy happens to be expressed seven weeks before election day.

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Complainant focuses on the broadcasting of the Ad in South Jersey by alleging that "... no person seeing the ad can do what it requests because none are Congressman Torricelli's constituents." This is a very large presumption. It presumes no voter in South Jersey cares about Torricelli's voting record on taxes. It presumes no voter in South Jersey has business concerns or family concerns in North Jersey. It presumes that no voter from North Jersey is at the Jersey Shore for the last weeks of summer. In essence, this concept presumes that the Raritan River is a dividing line of the need of voters to know. It presumes that the voters of South Jersey are completely unconcerned about the taxes that their Northern co-citizens will obligate them to pay. It is not unreasonable for Respondents to believe that taxpayers throughout New Jersey are concerned about higher taxes and that all these individuals, constituents or not, have a right to be informed and to contact Mr. Torricelli about this important issue. Respondents would be very surprised indeed if Mr. Torricelli limited his acceptance of correspondence, money or support only to his constituents.

Further, reasonable minds could surely differ as to whether the Ad encourages actions to elect or defeat a candidate, which it does not; or encourages some other action by the viewer (to contact a Congressman and express an opinion concerning matters

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before Congress), which it does. The Ad is not an endorsement of Zimmer as an alternative candidate in the future race for a soon-to-be-vacant senatorial seat; the Ad has a "reasonable alternative reading."

- C. EVEN IF THE AD MEETS THE DEFINITION OF EXPRESS ADVOCACY SET FORTH IN 11 C.F.R. § 100.22(b), THIS MATTER SHOULD BE DISMISSED IN LIGHT OF MAINE RIGHT TO LIFE COMMITTEE, INC. V. FEDERAL ELECTION COMMISSION, 914 F. SUPP. 8 (D. MAINE 1996).

Assuming that the Ad is found to fit within the terms of § 100.22(b), the Commission must dismiss this case in light of the Federal District Court's decision in Maine Right to Life Committee, Inc. v. Federal Election Commission, 914 F. Supp. 8 (D. Me. 1996) which held that the FEC acted beyond its power in applying the definition of "express advocacy" [specifically §100.22 (b)] to the §441(b)(a) limits on corporate contributions in connection with an election.

In reaching its decision the court in Maine reviewed the Explanation and Justification issued by the FEC upon the promulgation of subpart (b). In its Explanation and Justification the FEC said:

Communications discussing or commenting on a candidate's character, qualifications, or accomplishments are considered express advocacy under new Section 100.22(b) if, in context, they have no other reasonable meaning than to encourage actions to elect or defeat the candidate in question. The revised rules

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do not establish a time frame in which these communications are treated as express advocacy. Thus, the timing of the communication would be considered on a case-by-case basis. 60 Fed. Reg. at 35295.

It was of great concern to the court that speech containing issue advocacy a year before the election may become express advocacy on the eve of the election requiring the speaker to continually re-evaluate his or her words as the election approaches. In Maine the court found that such need for re-evaluation on the part of the speaker was sufficient evidence of First Amendment "chill" to find that subpart (b), at least with respect to §441b(a) limitations, was unconstitutional. The advantage of limiting express advocacy to speech that contains express words and phrases from a First Amendment point of view in the opinion of the court, is that it permits a speaker or writer to know from the outset exactly what is permitted and what is prohibited. Maine at 12.

If the Complainant's request is granted, the Commission would be put in the role of censor to shield incumbent office holders from independent, informational political speech that is directly relevant to the issues immediately before the incumbent simply because the informational speech is uttered at a time when a federal election is on the horizon. Representatives to the United States Congress are subject to re-election every two years.

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For them an election is always in the near future. At the time the Ad was being broadcast, many vitally important issues were still pending before the United States House of Representatives. Informational advertisements seeking to motivate New Jersey taxpayers to make their feelings known to Congressman Torricelli concerning these issues should not be considered express advocacy and therefore possibly limited by the provisions of 2 U.S.C. §441a(d)(3).

## POINT II

**IF THE COMMISSION FINDS THE AD EXPRESSLY  
ADVOCATES THE DEFEAT OF A FEDERAL CANDIDATE,  
IT IS A PERMISSIBLE EXPENDITURE BECAUSE IT WAS  
NOT MADE WITH OR AT THE REQUEST OF ANY  
CANDIDATE, OR ANY AGENT OF ANY CANDIDATE.**

Should the Commission find, despite the strong facts to the contrary, that the Ad expressly advocates the defeat of a particular federal candidate, it is a permissible expenditure because it was made independent from the Zimmer for Senate campaign and produced and broadcast at the expense of the RSC. See, Colorado Republican Federal Campaign Committee v. FEC, 518 U.S. -, 116 S.Ct. -, 135 L.Ed.2d. 795 (1996). Expenditures made by state political parties, independently and without coordination with any candidate is a "core" First Amendment activity no less than is the independent expression of individuals, candidates, or other political committees. Id. at 135 L.Ed.2d. 805, citing Eu v. San



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Francisco County Democratic Central Committee, 489 U.S. 214, 103  
L.Ed.2d. 271, 109 S.Ct. 1013 (1989).

The FECA defines an independent expenditure as:

An expenditure by a person for a communication expressly advocating the election or defeat of a clearly identified candidate which is not made with the cooperation or with the prior consent of, or in consultation with, or at the request or suggestion of, a candidate or any agent or authorized committee of such a candidate. (2 U.S.C. §110.7(b)(4). 11 C.F.R. §109.1).

Prior to Colorado, FECA expressly prohibited political parties from making "independent expenditures ... in connection with a general election campaign of candidates for federal office." 11 C.F.R. §110.7(b)(4). However, in Colorado the Supreme Court of the United States held that such a prohibition is unconstitutional. Colorado, 135 L.Ed.2d. 795.

In Colorado, Timothy Wirth, then a Democratic Congressman, announced that he would run for an open United States Senate seat in November 1986. In April 1986, the Colorado Republican Federal Campaign Committee ("Colorado RFCC") bought radio advertisements attacking Congressman Wirth. The State Democratic Party filed a complaint with the Federal Election Commission ("FEC"). The complaint alleged that the Colorado RFCC had previously assigned its \$103,000 general allotment to the Republican National Committee, leaving it without any permissible

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spending balance, and that the purchase of radio time was an expenditure in connection with the general election campaign of a candidate for Federal office, 2 U.S.C. §441a(d)(3), which, consequently, exceeded the Party Expenditure Provision limits.

The Supreme Court of the United States disagreed and held that the advertising campaign was developed by the Colorado RFCC independently and not pursuant to any general or particular understanding with a candidate. Id. at 801.

The Court noted that RFCC Chairman, Howard Callaway ("Callaway") developed the script of the radio advertisement on his own initiative and he was the only individual to approve it. Id. at 804. The only other politically relevant individuals who might have read the script were the party's executive director and political director and that all relevant discussions took place at meetings attended only by party staff. Id.

Accordingly, the Court extended the principles of Buckley, and stated that it does not see "how a Constitution that grants to individuals, candidates, and ordinary political committees the right to make unlimited independent expenditures could deny the same right to political parties." Id. at 807.

Accordingly, assuming the Commission finds that the advertisement expressly advocates the defeat of a particular candidate, it is an independent expenditure because it was produced

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by a consultant independent from the Zimmer for Senate campaign and broadcast at the expense of the RSC. Moreover, it was reviewed and approved by the Executive Director of the RSC and legal staff. (See, generally, Affidavit of Thomas Wilson attached hereto as Exhibit B and Affidavit of David Welch, attached hereto as Exhibit C.)

Complainants contend that the Ad cannot be an independent expenditure and state that "the public record reflects that the plans of the Zimmer campaign and the New Jersey Republican party are being jointly mapped out." Complainants make this assertion based only upon attached news articles and offer no other proof of coordination between the Zimmer for Senate campaign committee and the RSC with regard to the Ad. In Colorado, the Supreme Court found similar assertions to be "general descriptions of party practice."

As in Colorado, Complainants assertions that the Zimmer campaign is being jointly mapped out with the RSC without specific proof are merely "general descriptions of party practice." The RSC, like all state political party committees, coordinate strategy for all state and federal republican candidates in New Jersey. This does not exclude, however, the fact that the Ad was developed independently by the RSC.

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## POINT III

PARTY COMMITTEES SUPPORTING CONGRESSMAN TORRICELLI ARE ENGAGING IN THE SAME SORT OF ADVERTISING ABOUT CONGRESSMAN ZIMMER THAT IS THE SUBJECT OF THE COMPLAINT. HENCE TORRICELLI'S MOTIVATION IN FILING THIS COMPLAINT WAS PURELY POLITICAL, AND, THEREFORE, AN ABUSE OF LEGAL PROCESS.

It should be brought to the attention of the Commission that on or about the time the Complainants filed the Complaint at issue here, upon information and belief, the Democratic National Committee ("DNC") or other political parties were airing in New Jersey one or more political advertisements about the record of the Republican Candidate for United States Senate from New Jersey, Dick Zimmer. Upon information and belief, the DNC has deemed its advertisements to be "issue" advertisements despite the fact that (a) the advertisements do not contain the required "call to action" for the viewer to urge an identified officeholder and candidate to take an action on a legislative matter pending before his or her legislative body, (b) the advertisements have been scheduled to air through November 4, 1996 after the U.S. Congress adjourned sine die for the remainder of the year, and (c) the advertisements were placed for the DNC by the same consultant employed by Congressman Torricelli's campaign committee for advertising on his own behalf. On information and belief, Respondents understand that a complaint

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has or will be filed against the DNC for violations of FECA arising from the incidents alleged above.

Respondents pray that the Commission will consider the hypocrisy of Complainants in bringing this Complaint, as it reviews the facts and arguments of Respondents set forth herein. Clearly it was filed to obtain a "press hit," in order to gain a political advantage. The filing constitutes an abuse of process.

**POINT IV**

**THE PRAYER OF COMPLAINANT FOR INJUNCTIVE  
RELIEF IS MOOT, AS THE AD IS NO LONGER BEING  
BROADCAST.**

The "media-buy" times for the Ad evidence that the Ad was to be broadcast during the period that the 104th Congress was debating spending and budget issues. Allowing for the fact that "media buys" were scheduled in advance anticipating a certain schedule for the 104th Congress, the Ad ran only 2 days after Congress had recessed. In any case, the Ad is no longer being run and Complainant's prayer for injunctive relief is moot.

**CONCLUSION**

The Ad is clearly issue advocacy not subject to FEC regulation. The Ad, designed to inform New Jersey voters of Congressman Torricelli's voting record with respect to spending and taxes, aired during the time Congress was considering the FY'97

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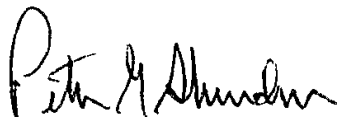
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budget, and called its viewers to contact Mr. Torricelli to ask him to stop voting for higher taxes. The Ad contains no express endorsement of Congressman Torricelli's opponent or call for Mr. Torricelli's defeat.

However, should the Ad be found to be express advocacy, it was produced and broadcast at the expense of the RSC by consultants independent of the Zimmer for Senate campaign.

For the reasons set forth above, Respondents respectfully request that the Complaint be dismissed with prejudice.

Respectfully submitted,



---

PETER G. SHERIDAN  
On behalf of Respondents

BEFORE THE UNITED STATES FEDERAL ELECTION COMMISSION

In the Matter of:

The New Jersey State Republican  
Party Committee,

Its Treasurer,

Zimmer for Senate, and

Its Treasurer.

Matter Under Review 4466

AFFIDAVIT

1. My name is Thomas Wilson and I am the Executive Director of the New Jersey Republican State Committee ("NJRSC"). NJRSC is active in both Federal and State elections and in the advocacy of the Republican Party ideals on a variety of issues, including spending and taxation at the Federal level.

2. In connection with the advocacy of Republican positions with respect to taxation and spending at the Federal level, NJRSC recently produced and broadcast an advertisement entitled "Families" (hereinafter, the "Ad").

3. The text of the Ad is set forth as Attachment 1 hereto.

4. NJRSC hired David Welch of David Welch Associates to produce the Ad ("Producer"). The contract between NJRSC and David Welch Associates is set forth as Attachment 2 hereto.

5. The Ad was reviewed and approved by me as Executive Director of the RSC and by our legal advisors.

6. Upon information and belief, the Producer at the time the Ad was produced and broadcast did not, and does not now, work for the Zimmer for Senate campaign.

7. Producer contracted with Mentzer Media Services, Inc. of Towson, Maryland to "buy" the media times for the broadcasting of

the Ad. Although consultants for Zimmer for Senate may have utilized the services of Mentzer Media Services, Inc. in the past, upon information and belief, Mentzer Media Services, Inc. had no contact with the Zimmer for Senate campaign with respect to the Ad.

8. Reports of the "media buys" (set forth as Attachment 3 hereto) set forth the dates and times the Ad was broadcast. The Ad was broadcast from television stations located in Philadelphia that serve the southern half of the State, from stations located in New York City that serve the northern half of the State and by a cable company serving Bergen County. The Ad was broadcast from September 12, 1996 to and including October 6, 1996.

9. Upon information and belief, the 104th Congress reconvened after the August recess on September 9, 1996. After that date, the House of Representatives debated both appropriation legislation and the FY'97 budget. Between September 9 and September 28, 1996, seven appropriation bills were placed in the omnibus budget bill for FY'97. The United States House of Representatives finally adopted the FY'97 budget on September 28, 1996. On October 4, 1996 the United States House of Representatives adjourned sine die.

THOMAS R WILSON

State of New Jersey )  
County of Mercer ) : SS.

Sworn to and Subscribed to before  
me on this 11<sup>th</sup> day of Oct, 1996.

Heather Limone

**HEATHER LIMONE**  
A Notary Public of New Jersey  
My Commission Expires 4/24/2001





**MEDIA ADVISORY**  
**September 12, 1996**

**CONTACT: Tom Wilson**  
**(609) 989-7300**

## **NJGOP TELEVISION SPOTS**

**Below is the text of the New Jersey Republican State Committee television spots which began airing today.**

### **"FAMILIES" :30**

Bob Torricelli on taxes: Liberal and wrong.

Torricelli voted for higher income taxes. Taxes on homes, cars, medicine, jobs, child care, telephones, Seniors, families, small businesses, gasoline, capital gains, [travel, food stamps, meals].

You name it -- Torricelli taxed it.

In fact, Torricelli is so liberal he even voted for taxes Jim Florio voted against.

When it comes to taxes -- Torricelli is liberal to a "T".

Tell Torricelli -- stop voting for higher taxes.

### **"FAMILIES" :10**

Torricelli voted for higher income taxes. Taxes on homes, cars, medicine, jobs, child care, telephones, Seniors, families, small business, gasoline, utilities, capital gains ...

Tell Torricelli -- stop voting for higher taxes.

**##**



**MEDIA ADVISORY**  
**September 12, 1996**

**CONTACT: Tom Wilson**  
**(609) 989-7300**

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**Tell Torricelli -- stop voting for higher taxes.**

**##**



## **AGREEMENT**

**THIS AGREEMENT** is entered into this 15 day of September, 1996 by and between David Welch Associates located at 101 Willowbrook Lane, West Chester, PA 19382, hereinafter referred to as "Consultant") and New Jersey Republican State Committee (hereinafter referred to as "NJGOP").

**WHEREAS**, NJGOP seeks assistance in the development and production of issue advocacy television and/or radio spots for various campaigns for the election cycle ending November 5, 1996;

**WHEREAS**, Consultant is in the business of communications and public relations consultation, including but not limited to: creative and production assistance in the development and production of such electronic communications designed to encourage voters to be aware of pertinent issues and contact their federal legislators regarding these issues;

**WHEREAS**, NJGOP wishes to retain Consultant to perform such services under the terms and conditions set forth herein;

**WHEREAS**, Consultant has agreed to provide such services;

**IN CONSIDERATION** of these promises and the mutual considerations and covenants contained herein, the parties hereby agree as follow:

### **I. SERVICES TO BE PERFORMED**

**A.** Consultant shall develop issue advocacy television and/or radio advertisements on a project basis.

**B.** All scripts, story boards, spots, etc. shall be subject to review and approval by NJGOP staff and its legal counsel.

### **II. FEES**

**A.** Fees will be determined and agreed upon between Consultant and NJGOP as projects are developed and designed. Payment for creative design and production of electronic media will be made upon certification from various television and radio stations that such spot is in rotation.

**B.** Payment for all projects are subject to approval of all electronic communications by NJGOP staff and its legal counsel.

### **III. TERMINATION**

**A.** Unless earlier terminated as provided below, this Agreement shall be effective from the date hereof through November 5, 1996.

B. In the event that the NJGOP becomes insolvent or is unable to meet its debts as they mature, suspend operations as presently conducted, discontinue business as a going concern, make an assignment for the benefit of its creditors, whereas is filed by or against NJGOP a petition under any of the provisions of Bankruptcy Code, or any proceedings are commenced by or against NJGOP under any insolvency law, or a receiver or a trustee is appointed to administer the assets or affairs of NJGOP then, in any such event, Consultant shall have the right to immediately terminate this Agreement upon giving written notice thereof.

C. Consultant agrees that NJGOP can cancel this Agreement upon 30 days written notification.

#### **IV. CONFIDENTIALITY**

A. Consultant acknowledges that all information to which entities of its association may have access to, including but not limited to lists, development of lists, data and any computer software or data used in gathering the above information are the sole property of NJGOP and access to such information is limited to discharging the duties under this agreement. Upon termination of this agreement, all such information shall remain the sole property of the NJGOP and Consultant shall not retain any software or hard copy of said information.

B. Consultant agrees that NJGOP lists and all other information therein are, and shall remain the exclusive property of NJGOP.

C. Consultant agrees that it shall acquire no property or ownership interest in, or rights to, any of the foregoing. Furthermore, Consultant acknowledges that NJGOP lists and information, and all updates and enhancements thereto, which are provided to, generated by, or otherwise become known to Consultant in connection with, or incident to, this agreement are privileged and confidential.

D. Consultant further agrees that neither it nor any of its directors, officers, employees, consultants or agents will disclose, rent, lease, sell or enter updates or enhancement(s) to NJGOP files or information in any form or for any purpose nor will they retain, duplicate or use such information in any fashion or for any purpose whatsoever.

E. Consultant agrees that NJGOP has the right to proceed with litigation directly against the Consultant and/or the Consultant's agents if this agreement is violated, and may obtain injunctive relief, as well as monetary damages.

F. Consultant agrees that this agreement will apply to any successor organizations.

#### **V. LEGAL COMPLIANCE**

A. **Election Law:** NJGOP shall be responsible for compliance with the laws of the State of New Jersey, and all regulations promulgated thereunder, to the extent applicable, and with any other Federal, State or local law applicable to political campaigns generally and specifically to the Parties. All services provided and projects undertaken by Consultant in furtherance of this Agreement shall comply with all Federal and State Election Laws. All print, script materials and/or research materials shall be subject to review by Victory staff and its legal counsel.

B. **FCC Regulations:** Consultant acknowledges that its firm is aware of and responsible for compliance with FCC regulations, including those that pertain to election law.

C. **Independent Contractor:** Consultant shall act as an independent contractor in performing the services described herein. Nothing contained in this Agreement shall be deemed to make the Consultant

agent, employee, joint venturer or partner of NJGOP or be deemed to provide the Consultant with the power of authority to act for or on behalf of NJGOP or to bind NJGOP to any contract, agreement, or arrangement with any other person, except as specifically set forth herein. Consultant acknowledges that its association is aware of and responsible for compliance with all statutes and regulations pertaining to taxes and other deductions from income under State and Federal Law.

#### VI. MODIFICATION

A. The parties hereto acknowledge that this agreement represents the entire agreement between them, and supersedes all other written or oral agreements. This agreement may only be modified in writing, signed by both parties.

#### VII. TIME OF THE ESSENCE

A. The parties hereto agree that time is of the essence with respect to the agreed upon mail drop dates and broadcast dates in the projects in this Agreement.

#### VIII. LAW

A. Consultant acknowledges that NJGOP is an unincorporated entity. The members, officers, employees and agents of NJGOP as well as the members of its Executive Committee shall not be personally liable for any debt, liability or obligation of NJGOP under this Agreement.

B. The parties further agree that this agreement is made and entered into in New Jersey and shall be construed in accordance with the laws of the State of New Jersey.

C. New Jersey laws shall govern the interpretation of any provision of the agreement. Any dispute arising out of this agreement and parties thereto shall be subject to the jurisdiction of the Courts of the State of New Jersey.

DATE

NEW JERSEY REPUBLICAN STATE COMMITTEE

Sept 1, 1996

BY: Thomas R. Wilson  
Thomas R. Wilson, Executive Director

DATE

DAVID WELCH ASSOCIATES

Sept 2, 1996

BY: David R. Welch  
David Welch

***Mentzer Media Services, Inc.******Research, Planning & Placement*****NEW JERSEY REPUBLICAN STATE COMMITTEE****Paid Media Strategy / Philadelphia Market****September 12 - Oct. 6, 1996 (:30's & :10's) (Rev. 10/7)**

<u>Flight</u>	<u>:30 Television</u>	<u>:10 Television</u>	<u>Total Cost</u>
Thu. 9/12 - Sunday 9/15	302, 35+ TRPs \$ 77,200.	129, 35+ TRPs \$ 17,855.	\$ 95,055. 431 TRPs
Mon. 9/16 - Sunday 9/22	454, 35+ TRPs \$ 154,400.	250, 35+ TRPs \$ 38,200.	\$ 192,600. 704 TRPs
Mon. 9/23 - Sunday, 9/29	491, 35+ TRPs \$ 171,825.	247, 35+ TRPs \$ 35,065.	\$ 206,890. 738 TRPs
Tue. 10/1 - Sunday, 10/6	523, 35+ TRPs \$ 179,225.	191, 35+ TRPs \$ 35,225.	\$ 214,450. 714 TRPs
Totals:	1770, 35+ TRPs \$ 582,650.	817, 35+ TRPs \$ 126,345.	\$ 708,995. (2,587 TRPs)

***Mentzer Media Services, Inc.******Research, Planning & Placement***

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Phila.

9/12 - 9/15

1:30 & 1:10

**MENTZER MEDIA SERVICES INC**  
**TVSCAN Order - Schedule Summary**  
**PHILADELPHIA -- MAY/96 NIELSEN**  
**Projections Adjusted to NOV/95 Viewing Levels**

Agency: MENTZER MEDIA SERVICES INC		Schedule Dates: 09/12/96 - 09/15/96																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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NOTE: Items marked with an asterisk denote agency estimate number generated.

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 Data from NIELSEN. Subject to limitations and restrictions stated in original report.





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Order No. 428

BETH BEALL

WPM	MTWTFSS	TIME	LEN	SPOTS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	133	134	135	136	137	138	139	140	141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160	161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240	241	242	243	244	245	246	247	248	249	250	251	252	253	254	255	256	257	258	259	260	261	262	263	264	265	266	267	268	269	270	271	272	273	274	275	276	277	278	279	280	281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	319	320	321	322	323	324	325	326	327	328	329	330	331	332	333	334	335	336	337	338	339	340	341	342	343	344	345	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375	376	377	378	379	380	381	382	383	384	385	386	387	388	389	390	391	392	393	394	395	396	397	398	399	400	401	402	403	404	405	406	407	408	409	410	411	412	413	414	415	416	417	418	419	420	421	422	423	424	425	426	427	428	429	430	431	432	433	434	435	436	437	438	439	440	441	442	443	444	445	446	447	448	449	450	451	452	453	454	455	456	457	458	459	460	461	462	463	464	465	466	467	468	469	470	471	472	473	474	475	476	477	478	479	480	481	482	483	484	485	486	487	488	489	490	491	492	493	494	495	496	497	498	499	500	501	502	503	504	505	506	507	508	509	510	511	512	513	514	515	516	517	518	519	520	521	522	523	524	525	526	527	528	529	530	531	532	533	534	535	536	537	538	539	540	541	542	543	544	545	546	547	548	549	550	551	552	553	554	555	556	557	558	559	560	561	562	563	564	565	566	567	568	569	570	571	572	573	574	575	576	577	578	579	580	581	582	583	584	585	586	587	588	589	590	591	592	593	594	595	596	597	598	599	600	601	602	603	604	605	606	607	608	609	610	611	612	613	614	615	616	617	618	619	620	621	622	623	624	625	626	627	628	629	630	631	632	633	634	635	636	637	638	639	640	641	642	643	644	645	646	647	648	649	650	651	652	653	654	655	656	657	658	659	660	661	662	663	664	665	666	667	668	669	670	671	672	673	674	675	676	677	678	679	680	681	682	683	684	685	686	687	688	689	690	691	692	693	694	695	696	697	698	699	700	701	702	703	704	705	706	707	708	709	710	711	712	713	714	715	716	717	718	719	720	721	722	723	724	725	726	727	728	729	730	731	732	733	734	735	736	737	738	739	740	741	742	743	744	745	746	747	748	749	750	751	752	753	754	755	756	757	758	759	760	761	762	763	764	765	766	767	768	769	770	771	772	773	774	775	776	777	778	779	780	781	782	783	784	785	786	787	788	789	790	791	792	793	794	795	796	797	798	799	800	801	802	803	804	805	806	807	808	809	810	811	812	813	814	815	816	817	818	819	820	821	822	823	824	825	826	827	828	829	830	831	832	833	834	835	836	837	838	839	840	841	842	843	844	845	846	847	848	849	850	851	852	853	854	855	856	857	858	859	860	861	862	863	864	865	866	867	868	869	870	871	872	873	874	875	876	877	878	879	880	881	882	883	884	885	886	887	888	889	890	891	892	893	894	895	896	897	898	899	900	901	902	903	904	905	906	907	908	909	910	911	912	913	914	915	916	917	918	919	920	921	922	923	924	925	926	927	928	929	930	931	932	933	934	935	936	937	938	939	940	941	942	943	944	945	946	947	948	949	950	951	952	953	954	955	956	957	958	959	960	961	962	963	964	965	966	967	968	969	970	971	972	973	974	975	976	977	978	979	980	981	982	983	984	985	986	987	988	989	990	991	992	993	994	995	996	997	998	999	1000	1001	1002	1003	1004	1005	1006	1007	1008	1009	1010	1011	1012	1013	1014	1015	1016	1017	1018	1019	1020	1021	1022	1023	1024	1025	1026	1027	1028	1029	1030	1031	1032	1033	1034	1035	1036	1037	1038	1039	1040	1041	1042	1043	1044	1045	1046	1047	1048	1049	1050	1051	1052	1053	1054	1055	1056	1057	1058	1059	1060	1061	1062	1063	1064	1065	1066	1067	1068	1069	1070	1071	1072	1073	1074	1075	1076	1077	1078	1079	1080	1081	1082	1083	1084	1085	1086	1087	1088	1089	1090	1091	1092	1093	1094	1095	1096	1097	1098	1099	1100	1101	1102	1103	1104	1105	1106	1107	1108	1109	1110	1111	1112	1113	1114	1115	1116	1117	1118	1119	1120	1121	1122	1123	1124	1125	1126	1127	1128	1129	1130	1131	1132	1133	1134	1135	1136	1137	1138	1139	1140	1141	1142	1143	1144	1145	1146	1147	1148	1149	1150	1151	1152	1153	1154	1155	1156	1157	1158	1159	1160	1161	1162	1163	1164	1165	1166	1167	1168	1169	1170	1171	1172	1173	1174	1175	1176	1177	1178	1179	1180	1181	1182	1183	1184	1185	1186	1187	1188	1189	1190	1191	1192	1193	1194	1195	1196	1197	1198	1199	1200	1201	1202	1203	1204	1205	1206	1207	1208	1209	1210	1211	1212	1213	1214	1215	1216	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**Mentzer Media Services, Inc.****Research, Planning & Placement**

Phila.

9/16 - 9/22

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**MENTZER MEDIA SERVICES INC**  
**TVSCAN Order - Schedule Summary**  
**PHILADELPHIA -- MAY/96 NIELSEN**  
**Projections Adjusted to NOV/95 Viewing Levels**

Agency: **MENTZER MEDIA SERVICES INC** Schedule Dates: **08/10/95 - 09/22/96**  
 Buyer: **BETH BEALL**  
 Advertiser: **NJ REP. STATE COMMITTEE**  
 Product: **30 SECOND SCHEDULE**  
 Assistant: **KYLE WHISLER** Telephone: **410-625-7034**  
 Order Number: **425** Date Booked: **09/08/95**

Station	Program	Day	Time	Length	Spots	Rate	Estimate	Order	Advertiser	Product	Agency	Station	Program	Day	Time	Length	Spots	Rate	Estimate	Order	Advertiser	Product	Agency
WPM	GD MFR AMF-ABC	MO-FR	700A-800A	30	4	X	X	X	X	X	X	X	X	X	X	X	7	\$1,500.00	\$6,000.00	28			
WCAU	REGIS KATHE	MO-FR	800A-900A	30	4	X	X	X	X	X	X	X	X	X	X	X	5	\$1,500.00	\$7,500.00	20			
WTFX	FOX AFTER BREAK	MO-FR	900A-1000A	30	4	X	X	X	X	X	X	X	X	X	X	X	5	\$1,250.00	\$6,250.00	20			
KYW	NWSNTR 3NDON	MO-FR	1200P-1230P	30	2	X	X	X	X	X	X	X	X	X	X	X	3	\$700.00	\$2,100.00	6			
WPM	ACTN NWS 12AN	MO-FR	1200P-1230P	30	3	X	X	X	X	X	X	X	X	X	X	X	7	\$1,200.00	\$8,400.00	21			
WPM	ACTION NWS 5PM	MO-FR	500P-530P	30	3	X	X	X	X	X	X	X	X	X	X	X	13	\$2,700.00	\$35,100.00	39			
WPM	ACTION NWS 6PM	MO-FR	600P-630P	30	3	X	X	X	X	X	X	X	X	X	X	X	18	\$4,500.00	\$81,000.00	54			
WPM	JEOPARDY	MO-FR	700P-730P	30	2	X	X	X	X	X	X	X	X	X	X	X	13	\$3,500.00	\$45,500.00	32			
WPM	WHEEL-FORTNE	MO-FR	730P-800P	30	2	X	X	X	X	X	X	X	X	X	X	X	13	\$3,500.00	\$45,500.00	32			
KYW	NWSNTR 3-6PM	MO-SU	600P-630P	30	2	X	X	X	X	X	X	X	X	X	X	X	4	\$1,200.00	\$4,800.00	8			
WPHL	NCLIFFER NEWS	MO-SU	1000P-1100P	30	2	X	X	X	X	X	X	X	X	X	X	X	3	\$900.00	\$2,700.00	6			
WTFX	10 O'CLOCK NWS	MO-SU	1000P-1100P	30	3	X	X	X	X	X	X	X	X	X	X	X	4	\$1,500.00	\$6,000.00	12			
WTFX	10 O'CLOCK NWS	MO-SU	1000P-1100P	30	1	X	X	X	X	X	X	X	X	X	X	X	4	\$1,500.00	\$6,000.00	4			
KYW	MURPHY BROWN	MON	800P-830P	30	1	X	X	X	X	X	X	X	X	X	X	X	10	\$1,000.00	\$10,000.00	10			
WPM	HOME IMPROV	MO-WE	900P-1000P	30	1	X	X	X	X	X	X	X	X	X	X	X	11	\$1,000.00	\$11,000.00	11			
WPM	ACTION NEWS 11	TU-FR	1100P-1130P	30	3	X	X	X	X	X	X	X	X	X	X	X	15	\$4,500.00	\$67,500.00	39			
WPM	NTELNE	TU-FR	1130P-1200A	30	2	X	X	X	X	X	X	X	X	X	X	X	3	\$1,500.00	\$4,500.00	6			
WCAU	NEWS	SAT	800A-1000A	30	1	X	X	X	X	X	X	X	X	X	X	X	4	\$700.00	\$2,800.00	4			

NOTE: Items marked with an asterisk denote agency estimate number generated.

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 Data from NIELSEN. Subject to limitations and restrictions stated in original report.



## BETH BEALL

STATION	PROGRAM	DAY	TIME	SPOTS	PER SPOT	TOTAL	STATION	PROGRAM	DAY	TIME	SPOTS	PER SPOT	TOTAL
WPMI	FOOTBALL	SAT	1200P-700P	20	1								
KYW	DR. OZ	SAT	800P-900P	20	1								
KYW	WALKER TEXAS	SAT	1000P-1100P	20	1								
WPMI	GOOD MORN AM-BU	SUN	800A-900A	20	1								
KYW	SUNDAY MORN-CBS	SUN	900A-930A	20	1								
KYW	FACE NATN-CBS	SUN	1000A-1100A	20	1								
WPMI	BENNELLY	SUN	1100A-1200P	20	1								
KYW	60 MINUTES	SUN	700P-800P	20	1								
KYW	TOUCHED ANGEL	SUN	800P-900P	20	1								
WTVF	EAGLES	SUN	800P-1100P	20	1								
WPMI	ABC SUN MOVIE	SUN	900P-1100P	20	1								

**Totals:** Spots: 53 Reach: 93 Frequency: 4.9 CPP: \$340.02 GRP's: 454 Cost: \$154,370

NOTE: Items marked with an asterisk (\*) are not included in the total score.

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**Mentzer Media Services, Inc.****Research, Planning & Placement**

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**MENTZER MEDIA SERVICES INC**  
**TVSCAN Order - Schedule Summary**  
**PHILADELPHIA - MAY/96 NIELSEN**  
**Projections Adjusted to NOV/95 Viewing Levels**

Agency: **MENTZER MEDIA SERVICES INC** Schedule Dates: **05/01/96 - 09/23/96**  
 Buyer: **BETH BEALL**  
 Advertiser: **NJ REP. STATE COMMITTEE**  
 Product: **30 SECOND SCHEDULE**  
 Assistant: **KYLE WHISLER**  
 Order Number: **438**

Telephone: **610-275-7124**

Fax: **610-275-7124**

Station	Day	Time	Length	Spots	Rate	Estimate	Order	Comments
WCAU	MON	600A-700A	30	3	\$600.00	\$1,500	9	
KYW	TUE	600A-700A	30	2	\$750.00	\$750	4	
WCAU	WED	700A-800A	30	2	\$750.00	\$1,500	8	
WPM	THU	700A-800A	30	3	\$1,500.00	\$4,500	21	
WCAU	FRI	800A-1000A	30	4	\$650.00	\$2,600	20	
WTFX	SAT	800A-1000A	30	5	\$125.00	\$625	25	
WPM	SUN	800A-1000A	30	3	\$600.00	\$1,800	9	
KYW	MON	900A-1130A	30	2	\$900.00	\$1,800	6	
WPM	TUE	1200P-1230P	30	3	\$1,200.00	\$3,600	21	
WPM	WED	1200P-1230P	30	3	\$2,700.00	\$8,100	28	
WPM	THU	1200P-1230P	30	1	\$4,500.00	\$4,500	16	
WPM	FRI	1200P-1230P	30	2	\$2,500.00	\$5,000	6	
KYW	SAT	700P-730P	30	2	\$3,500.00	\$7,000	32	
WPM	SUN	700P-730P	30	3	\$2,500.00	\$7,500	21	
WTFX	MON	1100P-1130P	30	2	\$3,500.00	\$7,000	14	
KYW	TUE	1100P-1130P	30	3	\$2,200.00	\$6,600	18	
WPM	WED	1100P-1130P	30	2	\$1,000.00	\$2,000	8	
WPM	THU	1100P-1130P	30	3	\$900.00	\$2,700	9	

Page 1

NOTE: Items marked with an asterisk denote agency estimate number generated

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**TAPSCAN**



SECRET

**Order No. 438**

**BETH BEALL**

STATION	PROGRAM	DAY	TIME	SEC	WEEKS	SPOTS	SPOT COST	TOTAL COST	SPOTS PER WEEK
KYW	COBBY/PEARL	MON	800P-900P	30	1	1	\$7,900.00	\$7,900.00	7
WTF	FOX TUES MOVIE	TUE	800P-1000P	30	1	1	\$2,500.00	\$2,500.00	5
WPM	ACTION NEWS 11	TUE	1100P-1130P	30	3	3	\$4,500.00	\$13,500.00	39
WPM	NITELINE	TUE	1130P-1200A	30	1	1	\$2,000.00	\$2,000.00	8
KYW	DIAGNOSIS	THU	800P-900P	30	1	1	\$3,200.00	\$3,200.00	6
WPM	TURNING POINT	THU	1000P-1100P	30	1	1	\$4,800.00	\$4,800.00	7
WCAU	NEWS	SAT	900A-1000A	30	1	1	\$750.00	\$750.00	4
KYW	WALKER TEXAS	SAT	1000P-1100P	30	1	1	\$6,000.00	\$6,000.00	11
WCAU	NEWS 10 SUNDAY	SUN	700A-800A	30	1	1	\$200.00	\$200.00	5
WCAU	SUNDAY TODAY	SUN	800A-900A	30	1	1	\$650.00	\$650.00	5
KYW	SUNDAY MORN-CBS	SUN	900A-1000A	30	1	1	\$800.00	\$800.00	5
WCAU	MEET THE PRESS	SUN	1000A-1030A	30	1	1	\$750.00	\$750.00	4
KYW	FACE NATION-CBS	SUN	1030A-1100A	30	1	1	\$1,100.00	\$1,100.00	3
WTF	GIANTS VS JETS	SUN	150P-400P	30	1	1	\$6,000.00	\$6,000.00	7
KYW	60 MINUTES	SUN	700P-800P	30	1	1	\$10,000.00	\$10,000.00	17
KYW	TOUCHED ANGEL	SUN	800P-900P	30	1	1	\$9,000.00	\$9,000.00	14
KYW	SPORTS RAP	SUN	1135P-1205A	30	1	1	\$900.00	\$900.00	3

**Totals:** Spots: 68 Reach: 90 Frequency: 4.9 CPP: \$303.25 GRP's: 438 Cost: \$132,825

**NOTE:** Items marked with an asterisk denote sources estimated under controlled conditions.

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**2500**

**MENTZER MEDIA SERVICES INC**  
**TVSCAN Order - Schedule Summary**  
**PHILADELPHIA - MAY/96 NIELSEN**  
**Projections Adjusted to NOV/95 Viewing Levels**

Agency: **MENTZER MEDIA SERVICES INC** Schedule Dates: **05/27/96 - 09/30/96**  
 Buyer: **BETH BEALL**  
 Advertiser: **NJ REP. STATE COMMITTEE**  
 Product: **30 SECOND SCHEDULE**  
 Assistant: **KYLE WHISLER** Telephone: **215-225-7034**  
 Order Number: **497** Date Due: **09/30/96**

Day	Time	Length	Spots	Rate	Cost	Spots	Rate	Cost
KYW	NASH BRIDGES	30	1	\$5,500.00	\$5,500.00	7	\$5,500.00	\$38,500.00
KYW	EARLY EDITION	30	1	\$5,500.00	\$5,500.00	11	\$5,500.00	\$60,500.00
KYW	CBS SUN MOVIE	30	1	\$5,700.00	\$5,700.00	10	\$5,700.00	\$57,000.00
KYW	NW/SONTR 3-11PM	30	1	\$2,300.00	\$2,300.00	6	\$2,300.00	\$13,800.00
KYW	COBBY/FEARL	30	1	\$5,000.00	\$5,000.00	7	\$5,000.00	\$35,000.00
KYW	CHICAGO HOPE	30	1	12,000.00	12,000.00	12	12,000.00	\$120,000.00

**Totals: Spots: 6 Reach: 40 Frequency: 1.3 CPP: \$735.85 GRP's: 53 Cost \$39,000**

NOTE: Items marked with an asterisk denote agency estimate number generated

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**TVSCAN**

MENTZER MEDIA SERVICES INC  
TVSCAN Order - Schedule Summary  
PHILADELPHIA -- MAY/96 NIELSEN  
Projections Adjusted to NOV/95 Viewing Levels

**Schedule Dates:** 08/23/98 - 09/29/98

**Agency:** MENTZER MEDIA SERVICES INC.

**Super:** **BETH BEALL**

Advertiser

Product: 10 SECOND SCHEDULE

Assistant  
KYLE WHISLER

Order Number: 437

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**987-7456**

Age Group	Percentage of Respondents
18-29	85%
30-49	75%
50-69	65%
70+	55%

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NOTE: Items marked with an asterisk denote source estimate number corrected.

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14103219516 MENTZER MEDIA

197 P16 OCT 07 '98 11:09

Order No. 437

BETH BEALL

STATION	PROGRAM	SPOTS	REACH	FREQ	CPP	GRP'S	COST
WCAU	NEWS	1	10	3.0	\$141.96	247	\$35,085
KYW	WALKER TEXAS	10	10	3.0	\$141.96	247	\$35,085
WPM	ABC SUNMOV	10	10	3.0	\$141.96	247	\$35,085

Totals: Spots: 35 Reach: 82 Frequency: 3.0 CPP: \$141.96 GRP's: 247 Cost: \$35,085

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TAPSCAN

**Mentzer Media Services, Inc.**

Research, Planning & Placement

Phila.

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: 30 # 110

**MENTZER MEDIA SERVICES INC**  
**TvSCAN Order - Schedule Summary**  
**PHILADELPHIA -- MAY/96 NIELSEN**  
**Projections Adjusted to OCT/95 Viewing Levels**

Agency: MENTZER MEDIA SERVICES INC Schedule Dates: 10/01/96 - 10/06/96  
 Buyer: BETH BEALL  
 Advertiser: NJ REP. STATE COMMITTEE  
 Assistant: KYLE/SHELLI Telephone: 410-825-7034  
 Order Number: 552 Date Due: 09/27/96

SP	Program	Time Period	Sec	Length	Spots	MTWTFSS	MON	TUE	WED	THU	FRI	SAT	SUN	Cost/Spot	Spots	Rate	Total
WCAU	NEWS 10 TODAY	MO-FR 600A-700A	30	:30	3		X							\$600.00	2	\$600.00	\$1,800.00
WCAU	TODAY SHW	MO-FR 700A-730A	30	:30	3		X							\$750.00	4	\$750.00	\$2,250.00
WPVI	60 MIN AMF-ABC	MO-FR 700A-900A	30	:30	3		X							\$1,800.00	7	\$1,800.00	\$5,400.00
KYW	CBS THIS MORNG	MO-FR 800A-900A	30	:30	2		X							\$350.00	2	\$350.00	\$700.00
KYW	NWSNTR 3NOON	MO-FR 1200P-1230P	30	:30	2		X							\$650.00	4	\$650.00	\$1,300.00
WPVI	ACTN NWS 12NN	MO-FR 1200P-1230P	30	:30	4		X							\$1,400.00	8	\$1,400.00	\$5,600.00
WCAU	SOAP ROTATION	MO-FR 100P-300P	30	:30	3		X							\$700.00	2	\$700.00	\$2,100.00
WPVI	OPRAH WINFREY	MO-FR 400P-430P	30	:30	2		X							\$2,400.00	6	\$2,400.00	\$4,800.00
KYW	DAY & DATE	MO-FR 400P-500P	30	:30	2		X							\$575.00	3	\$575.00	\$1,725.00
WPVI	ACTION NWS 5PM	MO-FR 500P-530P	30	:30	4		X							\$3,300.00	12	\$3,300.00	\$13,200.00
KYW	AMERIC/INSIDE	MO-FR 500P-600P	30	:30	4		X							\$725.00	16	\$725.00	\$2,900.00
WPVI	ACTION NWS 6PM	MO-FR 600P-630P	30	:30	3		X							\$5,500.00	17	\$5,500.00	\$16,500.00
WPVI	WHEEL/LEOP	MO-FR 700P-800P	30	:30	2		X							\$4,500.00	13	\$4,500.00	\$9,000.00
WCAU	EXTRA	MO-FR 730P-800P	30	:30	3		X							\$1,550.00	4	\$1,550.00	\$4,650.00
WTXF	FOX AFTR BREAK	MO-FR 900P-1000P	30	:30	5		X							\$1,250.00	5	\$1,250.00	\$6,250.00
KYW	NWSNTR 311PM	MO-FR 1100P-1130P	30	:30	2		X							\$2,800.00	6	\$2,800.00	\$5,200.00
WTXF	CHEERS	MO-FR 1100P-1135P	30	:30	1		X							\$800.00	1	\$800.00	\$800.00
WCAU	TONIGHT SHOW	MO-FR 1130P-1230A	30	:30	2		X							\$1,800.00	5	\$1,800.00	\$3,600.00

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Order No. 552

BETH BEALL

Line	Product	Day	Time	Length	Spots	Rate	Cost	Station	Comments
1	INQUIRY NEWS	MO-SU	1000P-1030P	:30	3	\$450.00	\$1,350	WPHL	
2	10 O'CLOCK NEWS	MO-SU	1000P-1100P	:30	2	\$1,800.00	\$3,600	WTFX	
3	ACTION NEWS 11	TU-FR	1100P-1130P	:30	1	\$6,000.00	\$6,000	WPVI	
4	NTLINE	TU-FR	1130P-1200A	:30	2	\$2,500.00	\$5,000	WPVI	
5	COLIN MUS AWARD	WED	800P-1100P	:30	1	\$4,500.00	\$4,500	KYW	
6	DIAGNOSIS	THU	800P-800P	:30	1	\$4,000.00	\$4,000	KYW	
7	MOLONEY	THU	900P-1000P	:30	1	\$3,500.00	\$3,500	KYW	
8	UNDER SARGE	THU	900P-1100P	:30	2	\$4,500.00	\$9,000	WPVI	
9	48 HOURS	THU	1000P-1100P	:30	1	\$5,500.00	\$5,500	KYW	
10	MR. MRS. SMITH	FRI	900P-1000P	:30	1	\$5,500.00	\$5,500	KYW	
11	NASH BRIDGES	FRI	1000P-1100P	:30	1	\$5,500.00	\$5,500	KYW	
12	NEWS 10 SUNDAY	SUN	700A-800A	:30	1	\$200.00	\$200	WCAU	
13	SUNDAY TODAY	SUN	800A-900A	:30	1	\$600.00	\$600	WCAU	
14	GOOD MORN AM-SU	SUN	830A-900A	:30	1	\$450.00	\$450	WPVI	
15	NEWS WEEKEND	SUN	900A-1000A	:30	1	\$600.00	\$600	WCAU	
16	SUNDAY MORN-CBS	SUN	900A-1030A	:30	2	\$850.00	\$1,700	KYW	
17	MEET THE PRESS	SUN	1000A-1030A	:30	1	\$700.00	\$700	WCAU	
18	ISSUES & ANSWERS	SUN	1000A-1100A	:30	1	\$450.00	\$450	WPVI	
19	FACE NAT'L-CBS	SUN	1030A-1100A	:30	1	\$1,200.00	\$1,200	KYW	
20	BRINKLEY	SUN	1100A-1200P	:30	1	\$1,400.00	\$1,400	WPVI	
21	COLLEGE FBALL	SUN	200P-700P	:30	2	\$1,000.00	\$2,000	WPVI	
22	60 MINUTES	SUN	700P-800P	:30	1	\$10,000.00	\$10,000	KYW	
23	PRES. DEBATE	SUN	900P-1100P	:30	1	\$5,500.00	\$5,500	KYW	
24	PRES. DEBATE	SUN	900P-1100P	:30	1	\$7,500.00	\$7,500	WCAU	

Totals: Spots: 81 Reach: 94 Frequency: 5.2 CPP: \$343.58 GRP's: 487 Cost: \$167,325

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**MENTZER MEDIA SERVICES INC**  
**TVSCAN Order - Schedule Summary**  
**PHILADELPHIA -- MAY/96 NIELSEN**  
**Projections Adjusted to OCT/95 Viewing Levels**

Agency: MENTZER MEDIA SERVICES INC Schedule Dates: 10/04/96 - 10/06/96  
 Buyer: BETH BEALL  
 Advertiser: NJ REP. STATE COMMITTEE  
 Product: ADDITIONS  
 Assistant: KYLE/SHELLI Telephone: 410-825-7034  
 Order Number: 593 Date Due: 10/07/96

WPVI	ACTION NEWS 11	TU-FR 11:00P-11:30P	1	X	\$6,000.00	13	13	\$6,000
WPVI	LATE MOVE	SA-SU 11:30A-205A	2	X	\$900.00	5	10	\$1,800
WPVI	GOOD MORN AM-SU	SUN 8:30A-9:00A	1	X	\$450.00	3	3	\$450
WPVI	JENNINGS/10	SUN 9:00P-11:00P	1	X	\$3,650.00	10	10	\$3,650

Totals: Spots: 5 Reach: 22 Frequency: 1.6 CPP: \$330.56 GRP's: 36 Cost: \$11,900

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**TAPSCAN**



MENTZER MEDIA SERVICES INC  
TVSCAN Order - Schedule Summary  
PHILADELPHIA -- MAY/96 NIELSEN  
Projections Adjusted to OCT/95 Viewing Levels

Agency:	MENTZER MEDIA SERVICES INC	Schedule Dates:	10/01/96 - 10/06/96
Buyer:	BETH BEALL		
Advertiser:	NJ REP. STATE COMMITTEE		
Product:	10 SECOND SCHEDULE		
Assistant:	KYLE/SHELLI	Telephone:	410-825-7034
Order Number:	553	Date Due:	09/27/96

Stn	Program	Days Per Week	Sec	Length	Spots	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Cost/Spot	Rate	Ch	Class
WCAU	NEWS 10 TODAY	5	10	30	3		X	X	X	X	X		\$300.00	\$900	6	2*
KYW	THIS MORNING	5	10	30	1	X	X	X	X	X			\$300.00	\$300	2	2*
WPVI	GO MFRN AMR ABC	5	10	30	1	X	X	X	X	X			\$1,100.00	\$1,100	7	7
KYW	NWSNTR 3-NOON	5	10	30	3	X	X	X	X	X			\$455.00	\$1,365	12	4
WPVI	DAY ROTATION	5	10	30	2	X	X	X	X	X			\$850.00	\$1,700	8	4
WCAU	NEWS 10 AT 5	5	10	30	2	X	X	X	X	X			\$900.00	\$1,800	8	4
WPVI	ACT'N NWS 530PM	5	10	30	3	X	X	X	X	X			\$2,000.00	\$6,000	42	14*
WPVI	WHEEL/EOP	5	10	30	2	X	X	X	X	X			\$2,700.00	\$5,400	26	13*
KYW	HARD COPY	5	10	30	2	X	X	X	X	X			\$1,680.00	\$3,360	12	6
WTXF	FOX AFTER BREAK	5	10	30	5	X	X	X	X	X			\$63.00	\$315	25	5
KYW	NWSNTR 3-6PM	5	10	30	4	X	X	X	X	X			\$840.00	\$3,360	16	4
WPVI	INQUIRER NEWS	5	10	30	2	X	X	X	X	X			\$270.00	\$540	6	3
WPVI	20/20	5	10	30	1	X							\$8,000.00	\$8,000	13	13
KYW	NEWS WEEKEND	5	10	30	2						X	X	\$245.00	\$490	4	2
KYW	SUNDAY MFRN CBS	5	10	30	1							X	\$595.00	\$595	4	4*

Totals:	Spots: 34	Reach: 71	Frequency: 2.7	CPP: \$184.42	GRP's: 191	Cost: \$35,225
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**Mentzer Media Services, Inc.****Research, Planning & Placement****NEW JERSEY REPUBLICAN STATE COMMITTEE****Paid Media Summary / New York & Cable****September 19 - October 6, 1996**

<u>Flight Dates</u>	<u>:30 NY TV*</u>	<u>:10 NY TV*</u>	<u>:30 Cable</u>	<u>Total</u>
9/19 - 9/27 (TV - 9 Days)	WABC GMA 13 TRPs (35+) \$ 4,900.	OFF	9/23 - 9/29 Select Systems (Buy Attached) \$ 40,325.	\$ 45,225.
9/28 - 9/30 (TV - 3 Days)	304, 35+ TRPs \$ 185,150.	102, 35+ TRPs \$ 28,725.	9/30 - 10/6 Select Systems (Buy Attached) \$ 40,325.	\$ 254,200.
10/2 - 10/4	160, 35+ TRPs \$ 92,100.	114, 35+ TRPs \$ 29,920.	--	\$ 122,020.
Totals:	477, 35+ TRPs \$ 282,150.	216, 35+ TRPs \$ 58,645.	2 Weeks \$ 80,650.	\$ 421,445.

**Mentzer Media Services, Inc.**  
**Research, Planning & Placements**

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New York

9/19-9/26

30

1534-162-40-6

**MENTZER MEDIA SERVICES INC**  
**TVSCAN Order - Schedule Summary**  
**NEW YORK -- MAY/96 NIELSEN**  
**Projections Adjusted to OCT/95 Viewing Levels**

Agency: MENTZER MEDIA SERVICES INC Schedule Dates: 09/19/96 - 09/28/96  
 Buyer: BETH BEALL  
 Advertiser: NJ STATE REP. COMMITTEE  
 Assistant: KYLE/SHELLI Telephone: 410-825-7034  
 Order Number: 5 Date Due: 09/17/96

Line	Day	Time	Length	Spots	Rate	Cost	Comments
WABC	MO-FR	7:00A-9:00A	:30	1	\$1,100.00	\$1,100.00	
WABC	SUN	8:00A-9:00A	:30	1	\$500.00	\$500.00	
WABC	MO-FR	7:00A-9:00A	:30	3	\$1,100.00	\$3,300.00	

Totals: Spots: 5 Reach: 10 Frequency: 1.3 CPP: \$376.92 GRP's: 13 Cost: \$4,900

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**TAPSCAN**

**Mentzer Media Services, Inc.**

**Research, Planning & Placement**

New York

9/25 - 9/30

:30 + :10



Order No. 6

BETH BEALL

WNYW	GOOD DY NY-1ST	MO-FR 600A-700A	30	2	X	\$1,000.00	2	4	\$2,000
WABC	ED MNI AMR-ABC	MO-FR 700A-800A	30	3	X	\$1,300.00	3	9	\$3,900
WCBS	CBS THS MORNING	MO-FR 700A-800A	30	2	X	\$425.00	1	2	\$850
WNEC	TODAY SHW	MO-FR 700A-800A	30	3	X	\$1,600.00	4	12	\$4,800
WNYW	GOOD DY NY **	MO-FR 700A-800A	30	3	X	\$1,300.00	2	6	\$3,900
WNEC	REAL LIFE-NBC	MO-FR 900A-1000A	30	2	X	\$1,000.00	2	4	\$2,000
WCBS	AM ROTATION	MO-FR 900A-1200P	30	5	X	\$575.00	2	10	\$2,875
WCBS	CH2 NWSNOON	MO-FR 1200P-1230P	30	1	X	\$1,300.00	5	5	\$1,300
WNEC	NEWSCH 4 AT 12	MO-FR 1200P-1230P	30	1	X	\$650.00	3	3	\$650
WNYW	FOX MIDDAY N**	MO-FR 1200P-1230P	30	1	X	\$450.00	1	1	\$450
WCBS	SOAPS**	MO-FR 1200P-400P	30	4	X	\$1,200.00	3	12	\$4,800
WCBS	GERALDO	MO-FR 300P-400P	30	1	X	\$600.00	2	2	\$600
WNEC	MAURY POVICH	MO-FR 300P-400P	30	1	X	\$1,200.00	3	3	\$1,200
WABC	CORAH WINFREY	MO-FR 400P-500P	30	1	X	\$4,000.00	5	5	\$4,000
WCBS	DAY & DATE	MO-FR 400P-500P	30	1	X	\$600.00	3	3	\$600
WABC	SALLY RAFAEL	MO-FR 400P-500P	30	1	X	\$1,600.00	4	4	\$1,600
WCBS	CH 2 NWS-S	MO-FR 500P-600P	30	2	X	\$1,100.00	4	6	\$2,200
WABC	LIVE @ 5 ADJ	MO-FR 500P-600P	30	2	X	\$2,700.00	5	12	\$5,400
WCBS	CH 2 NWS	MO-FR 600P-630P	30	1	X	\$1,600.00	4	4	\$1,600
WABC	JEOPARDY	MO-FR 700P-730P	30	1	X	\$7,500.00	14	14	\$7,500
WCBS	HARD COPY	MO-FR 730P-730P	30	1	X	\$2,200.00	4	4	\$2,200
WABC	WHEEL FORTNE	MO-FR 730P-800P	30	1	X	\$7,500.00	14	14	\$7,500
WCBS	ENT TONIGHT 30	MO-FR 730P-800P	30	1	X	\$4,500.00	5	5	\$4,500
WABC	ACCESS HLYWOOD	MO-FR 730P-800P	30	1	X	\$4,500.00	5	5	\$4,500
WCBS	CH 2 NWS-11	MO-FR 1100P-1130P	30	1	X	\$4,600.00	5	5	\$4,600
WABC	TONITE SHW-NBC	MO-FR 1130P-1230A	30	2	X	\$3,000.00	4	8	\$6,000
WNYW	10 O' NWS ADJ*	MO-SU 955P-1000P	30	1	X	\$5,000.00	7	7	\$5,000

Totals: Spots: 71 Reach: 89 Frequency: 3.4 CPP: \$609.05 GRP's: 304 Cost: \$185,150

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TAPSCAN

**MENTZER MEDIA SERVICES INC**  
**TvSCAN Order - Schedule Summary**  
**NEW YORK -- MAY/96 NIELSEN**  
**Projections Adjusted to OCT/95 Viewing Levels**

Agency: MENTZER MEDIA SERVICES INC

Buyer: BETH BEALL

Advertiser: NJ REP. STATE COMMITTEE

Product: 10 SECOND SCHEDULE

Assistant: KYLE/SHELLI

Order Number: 7

Telephone: 410-825-7034

Date Due: 09/17/96

St	Program	Day	Time	Length	Spots	Rate	Use	Est	Ref	Est	Ref	Est	Ref
WNYW	10 O'NWS ADP	MO-SU	858P-1000P	:10	1								
WNYW	SATURDAY TODAY	SAT	700A-900A	:10	2								
WNYW	TODAY-NY SUN 7A	SUN	700A-800A	:10	2								
WNYW	SUN TODAY-NBC	SUN	800A-900A	:10	2								
WNYW	FACE NATN-CBS	SUN	1030A-1100A	:10	1								
WNYW	TODAY-NEW YORK	MO-FR	600A-700A	:10	1								
WNYW	GOOD DY NY-1ST	MO-FR	600A-700A	:10	1								
WNYW	GO MFR AMR-ABC	MO-FR	700A-900A	:10	1								
WNYW	TODAY SHW	MO-FR	700A-900A	:10	1								
WNYW	GOOD DY NY **	MO-FR	700A-900A	:10	1								
WNYW	CH2 NWS-NOON	MO-FR	1200P-1230P	:10	1								
WNYW	NEWSCH 4 AT 12	MO-FR	1200P-1230P	:10	1								
WNYW	FOX MIDDAY N*	MO-FR	1200P-1230P	:10	1								
WNYW	CH 2 NWS-5	MO-FR	500P-600P	:10	1								
WNYW	LIVE @ 5 ADJ	MO-FR	500P-600P	:10	1								
WNYW	JEOPARDY	MO-FR	700P-730P	:10	1								
WNYW	WHEEL-FORTNE	MO-FR	730P-800P	:10	1								

Page 1

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**Mentzer Media Services, Inc.**

*Research, Planning & Placement*

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New York TV

10/2-10/4

30 @ 10



**MENTZER MEDIA SERVICES INC**  
**TVSCAN Order - Schedule Summary**  
**NEW YORK -- MAY/96 NIELSEN**  
**Projections Adjusted to OCT/95 Viewing Levels**

Agency: MENTZER MEDIA SERVICES INC Schedule Dates: 10/02/96 - 10/04/96  
 Buyer: BETH BEALL  
 Advertiser: NJ REP. STATE COMM.  
 Product: **10 SECOND SCHEDULE**  
 Assistant: KYLE/SHELLI Telephone: 410-825-7034  
 Order Number: 574 Date Due: 10/01/96

Stn	Program	Time Period	Secs	Length	Spots	MO	TUE	WED	THU	FR	SAT	SUN	Cost/Spot	SPOTS	GRP	Cost
WCBS	CH 2 EARLY NWS	MO-FR 600A-800A	10	3	3			X	X	X			\$265.00	1*	3	\$795
WABC	TODAY SHW	MO-FR 700A-900A	10	2	2			X	X	X			\$1,320.00	4	8	\$2,640
WABC	COURT TV MF	MO-FR 1230P-100P	10	2	2			X	X	X			\$570.00	3	6	\$1,140
WABC	AFT ROT	MO-FR 1230P-400P	10	5	5			X	X	X			\$450.00	4	20	\$2,250
WABC	DAYS-OUR LIVES	MO-FR 100P-200P	10	2	2			X	X	X			\$1,080.00	2	4	\$2,160
WABC	MAURY POVICH	MO-FR 300P-400P	10	2	2			X	X	X			\$720.00	3	6	\$1,440
WABC	SALLY RAPHAEL	MO-FR 400P-500P	10	2	2			X	X	X			\$960.00	4	8	\$1,920
WABC	JEOPARDY/WHEEL	MO-FR 700P-730P	10	3	3			X	X	X			\$3,750.00	14	42	\$11,250
WCBS	D LETTERMAN/CBS	MO-FR 1130P-1237A	10	1	1			X	X	X			\$1,325.00	3	3	\$1,325
WNYW	10 O'CLOCK	MO-SU 959P-1000P	10	2	2			X	X	X			\$2,500.00	7	14	\$5,000

Totals: Spots: 24 Reach: 53 Frequency: 2.2 CPP: \$262.46 GRP's: 114 Cost: \$29,920

NOTE Items marked with an asterisk denotes agency estimate number generated.

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***Mentzer Media Services, Inc.***

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Cable

9/23-10/6

.30

## NEW JERSEY STATE REPUBLICAN COMMITTEE

Sample Weekly Cable TV Plan

REVISED II

## PLAN A: FINAL SCHEDULE

NETWORK	DAYS	TIME	PROGRAMMING	CHS	SPOTS	WEEKLY COST	WKS	TOTAL
CNN	M-Sun	5p-12a	Early Prime; Showbiz Today Moneyline; Crossfire; Primenews; Inside Politics L. King Live; Sports Tonight	1,792,000	\$1,068	\$17,088	16	192
CNN	M-Sun	5p-12a	BERGEN COUNTY ONLY	344,000	\$222	\$1,110	5	6.0
TNT/ESPN	Sunday	8p-11p	Sunday Night NFL	1,792,000	\$6,711	\$13,422	2	13.0
MSG/ESPN	M-Sun	Fixed	NY Yankees Regular & Post Season Games	1,792,000	\$1,741	\$8,705	5	16.5
WEEKLY TOTALS								54.7
FLIGHT TOTALS (9/23/96 -- 10/6/96)								109.4

^ Yankees/MLB Playoffs  
Will Not Be Carried Past 10/7/96.  
Adjust Weekly Cost Accordingly.